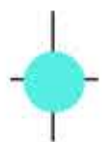




Campaign Type: CPR

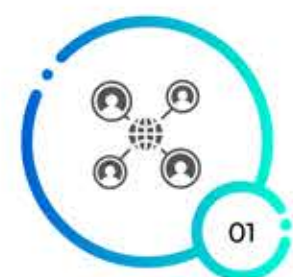
www.applabs.ai





Campaign Objectives

RummyCircle, is a leading gaming app that allows users to play Rummy Online and have an opportunity to win real cash prizes. They wanted to:



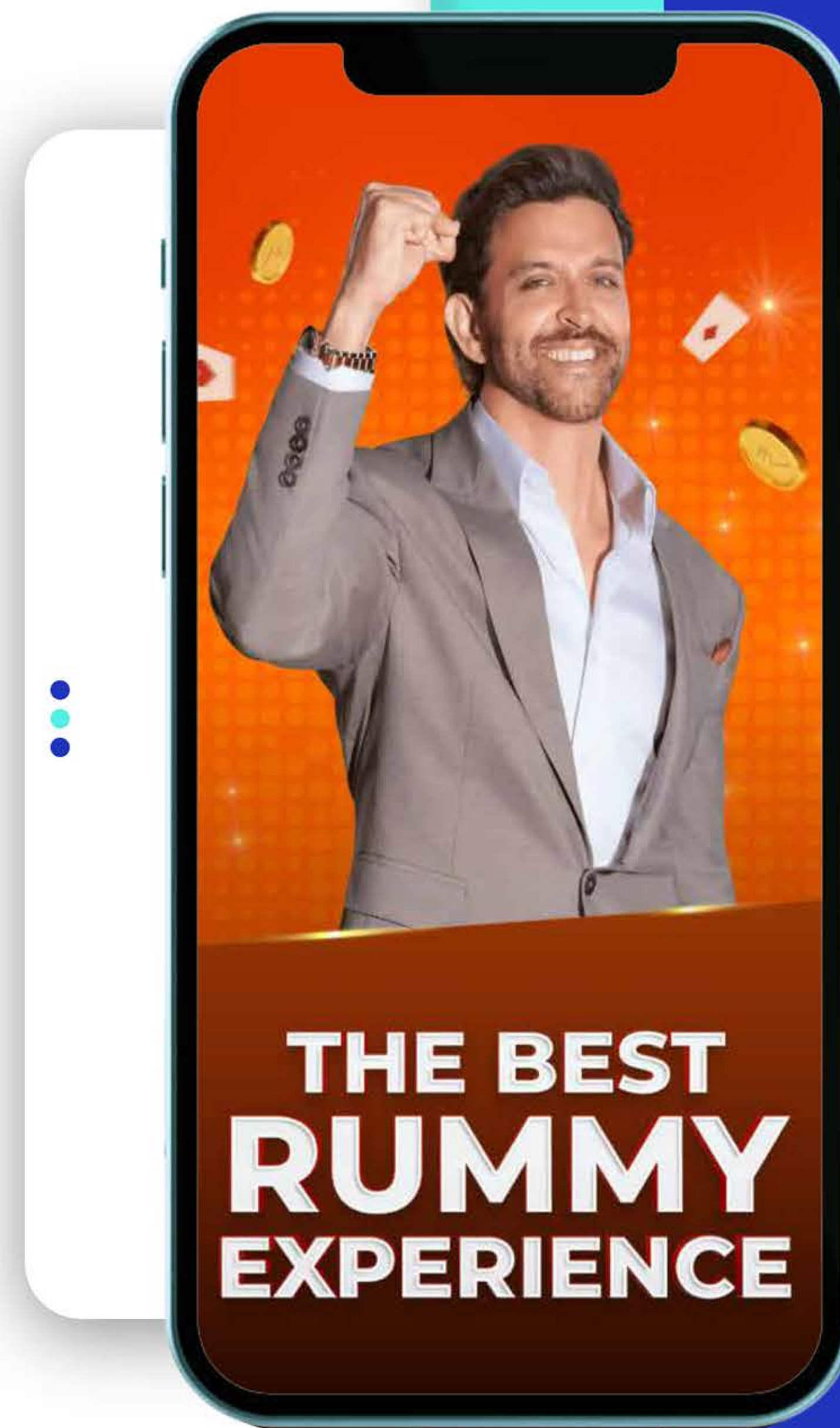
Reach the
Right Audience



Increase App
Installs and Boost
Registration on their App



Maintain Install to User Registration





Campaign Strategy

Since RummyCircle decided to reach audiences within specific geos we leverage programmatic banner ads and targeted audiences based on campaign objectives



Targeting:



Age - 21+
(Male & Female)



Smartphone
Users



Maharashtra, Karnataka,
Tamil Nadu, Gujarat,
Kerala

Audience segments:



People with
similar apps



College
Students

Employee who use
mobile to play games

Attributes:



Banner Ads



Video Banner
Ads

Verticals:



Lifestyle

Entertainment

Games



How We Executed

Our proprietary AI/ML platform with its data-driven insights helped in a successful campaign execution, via:

AUDIENCE SEGMENTATION

With help of our AI-ML supported DMP, we effectively targeted lookalike audiences for RummyCircle who would be interested in installing and registering for their app. While also targeting users who prefer online gaming.

LOCATION-BASED TARGETING

Since they wanted to reach audiences within specific geo-localities, we leveraged location based targeting to precisely deliver ads to interested audiences across Maharashtra, Karnataka, Tamil Nadu, Gujarat, Kerala.

EFFECTIVE ADS

We took leverage of their ads featuring their brand ambassador Hrithik Roshan to highlight offers available on RummyCircle platform.

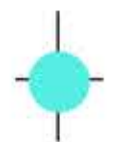
CALL TO ACTION BUTTON

RummyCircle's key objective via this campaign was to drive installs and registrations, so we decided to embed a CTA button to our programmatic banner ads to drive seamless install and registration via the ad itself.

RETARGETING

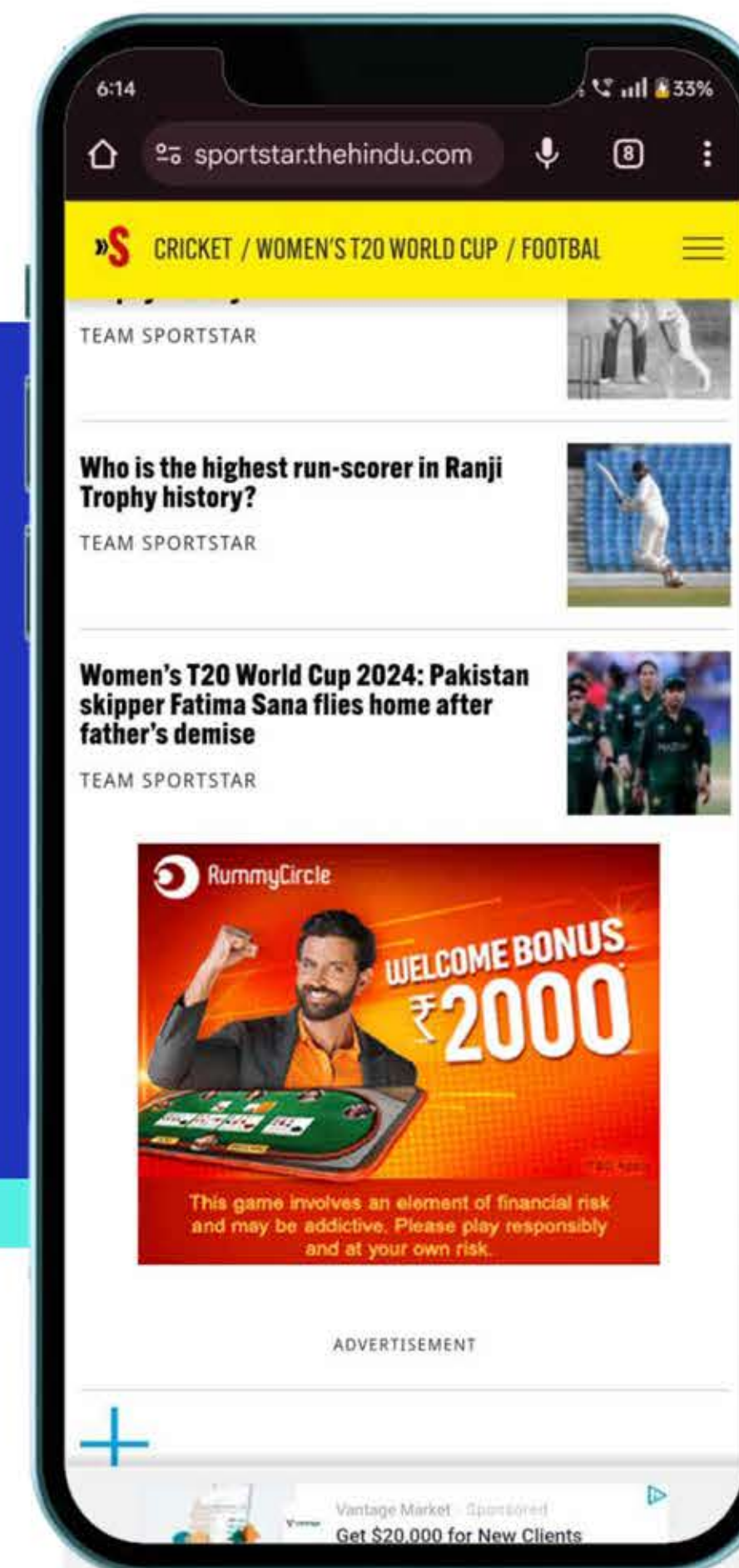
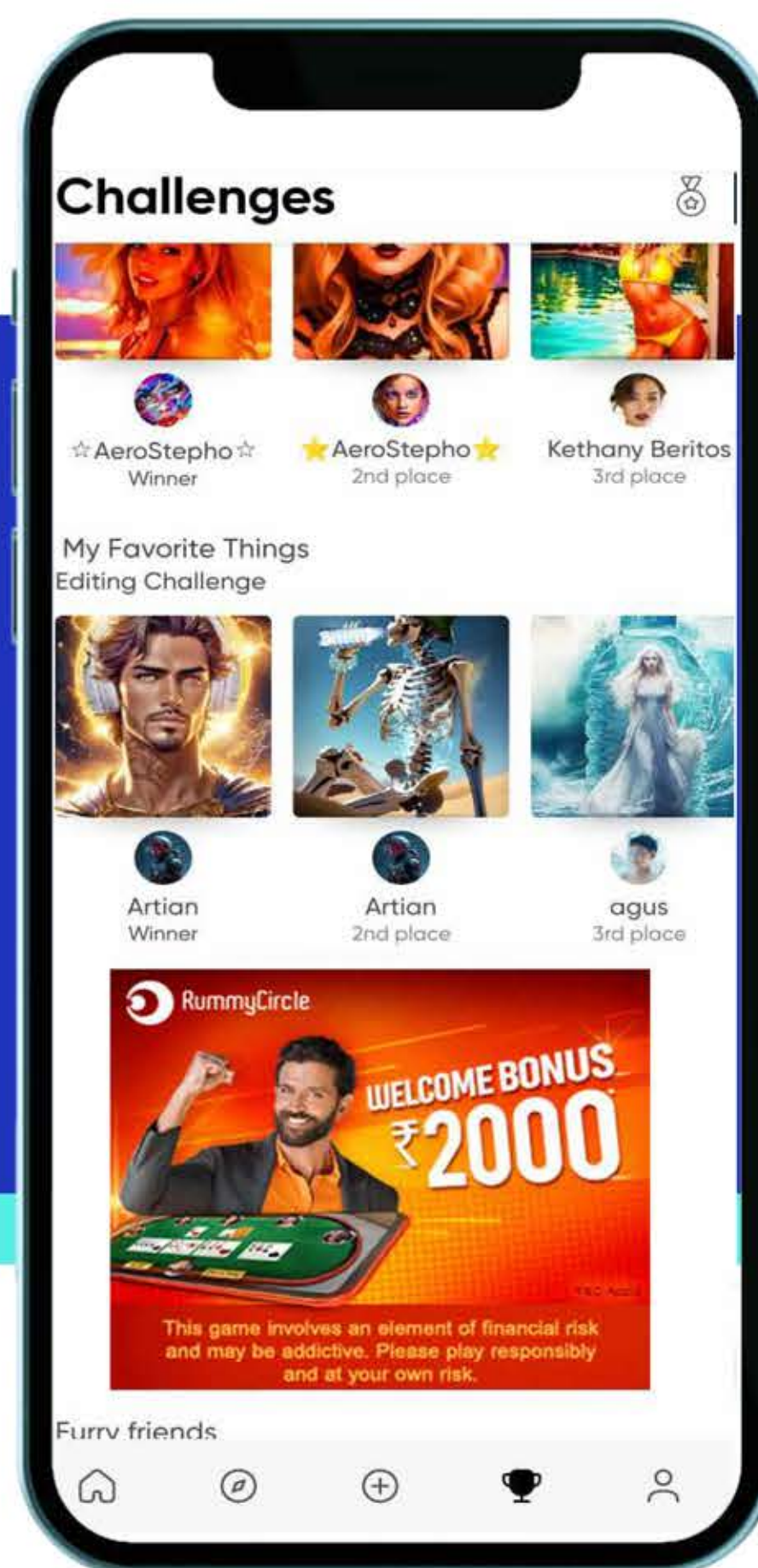
Using data-driven insights & DMP, we effectively re-engaged with potential customers and persuaded them to complete install and registration.





RummyCircle

Campaign Screenshots

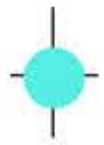


RUMMYCIRCLE : GAMES 24X7



applabs
Advertise where it Matters

RummyCircle



Results

Our strategy derived remarkable results for RummyCircle

131.86%

APRIL TO MAY

18.28%

MAY TO JUNE

43.88%

JUNE TO JULY

15.03%

JULY TO AUGUST

CLICKS
MONTH ON MONTH GROWTH

12.68%*

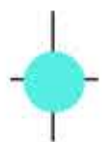
CLICK-TO-INSTALL RATIO (CTR)

*ABOVE THE INDUSTRY AVERAGE OF 8-10% FOR MOBILE APP CAMPAIGNS, INDICATING STRONG AD ENGAGEMENT AND TARGETING.

33.70%

INSTALL-TO-REGISTRATION





About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results. Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.



Thank You

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